



City of Green Bay  
Department of Community and Economic Development

# Request for Proposals

## 200 Block N. Monroe Ave.



# Redevelopment Authority of the City of Green Bay

Released July 16, 2019

## **Request for Proposals: 200 Block N. Monroe Ave.**

### **I. Introduction**

#### **A. Project Overview**

The Redevelopment Authority of the City of Green Bay (RDA) is seeking proposals for the purchase and redevelopment of the 200 block of N. Monroe Ave. (tax parcels 11-191, 11-160, 11-156, 11-157, 11-158, and 11-159).

#### **B. Project Goals**

The property is on the edge of the Downtown district, along a major corridor. This is a block of transition from Downtown density to the Whitney Park and Navarino neighborhoods.

The RDA's goals for this property include the following:

1. Positively utilize the site for economic growth by incorporating mixed-use development
2. Generate tax base
3. Work with the City of Green Bay and Downtown Green Bay, Inc. to positively promote the development during the design process.
4. Facilitate a development that corresponds with the City's 2014 AuthentiCity Plan



#### **C. Property Summary**

*Location:* 200 Block of N. Monroe Ave.

*Property Ownership:* RDA

*Parcel(s):* 11-191, 11-160, 11-156, 11-157, 11-158, 11-159

*Site Size:* 2.42 acres (105,282 square feet)

*Type of Project:* Preference will be given to a medium-high density housing development or a mixed-use development with an emphasis on housing creation. If the development is mixed-use, at least thirty (30) percent of the first story facing Monroe Ave. must have a commercial user(s).

*Land Value:* \$736,100

#### **D. Property Background**

The site is currently a parking lot. Previously, the site was low to medium density residential and then automobile services on parcel 11-191.

#### **E. Environmental Condition**

The City will initiate a Phase I Environmental Site Assessment (ESA) and Phase II ESA if necessary.

## **II. Proposal Requirements**

### **A. Content and Organization**

To achieve a uniform review process and a degree of comparability, the proposals should be organized in the following order and contain all of the following information:

#### **1. Title Page**

Show the proposal title, the name of firm, address, telephone number(s), name and email address of contact person, the date, and other relevant company information.

#### **2. Alignment with Strategy**

Please provide a narrative of the project that shows how it aligns with our community and economic development strategy to generate innovative ideas, cultivate ideas into businesses, and retain and attract skilled people. The City supports projects that make our community more:

1. safe; projects that
  - 1.1. remove blighted and neglected properties with high complaint and/or police call volumes
  - 1.2. remediate environmental contamination and/or enhance the physical (soil, water, air) landscape
  - 1.3. strengthen and/or expand public water, sewer, stormwater, and other utility infrastructure
  - 1.4. eliminate and/or reduce transportation hazards
2. productive; projects that
  - 2.1. rehabilitate and/or build new structures with high-performance designs, systems, and finishes
  - 2.2. create a significantly higher per acre property value than adjacent properties and the City average
  - 2.3. generate property taxes greater than the cost of providing infrastructure and services
  - 2.4. generate job opportunities for smart and skilled individuals
3. accessible; projects that
  - 3.1. rehabilitate and/or build new structures for individuals of all ages and abilities
  - 3.2. are located in places easy to reach on foot, bicycle, or transit
  - 3.3. strengthen and/or expand non-motorized transportation networks
  - 3.4. generate job opportunities for individuals of all ages, abilities, and incomes
4. innovative; projects that
  - 4.1. expand our range of (residential, commercial, and industrial) real estate products
  - 4.2. are designed and built with options for conversion to alternative uses in the future
  - 4.3. create and/or enhance unique public spaces, amenities, and art
  - 4.4. support disruptive startups and high-growth, second-stage companies

#### **3. Design and Use**

Describe the project and provide a scope of work. Include a preliminary site plan with the proposed building footprint, parking, and circulation. Also submit massing diagrams or elevations showing how the proposed development relates to the surrounding buildings.

Discuss the occupancy of the completed project. Provide a detailed explanation of the end user(s) for this property. Offer an idea of the target market for the proposed concept and how the property will be marketed. The Developer should provide a timeline for tenancy and include any challenges that may be perceived.

**Long-Range Planning.** This site is in an area highlighted in Downtown district plans adopted by the City (see Appendix). It is along the Monroe corridor, which carries an annual average daily traffic count of 10,700 vehicles. The block is part of the area indicated as a catalytic development opportunity site, meaning it is a priority in new or redevelopment, and it should drive the momentum in Downtown growth. The plan recommendation for this site is residential development, with taller, high-density residential facing Monroe and medium-density residential or townhouses facing Quincy.

**Form.** Parcels 11-160 and 11-191 are zoned Downtown One (D1). Parcels 11-159, 11-158, 11-156, and 11-157 are zoned Office Residential (OR). The building must be designed to comply with OR and D1 zoning requirements, with flexibility if shown necessary in the proposal. The north-south alley must remain in use without structures built above. The building must complement the established Downtown neighborhood character:

Architectural Character	Sensitivity to context. Identifiable and distinct.
Articulation	Emphasis on building corners at intersections. Buildings greater than thirty (30) feet wide are divided into smaller increments through variations in materials or through architectural elements.
Alignment	The front façade and main entrance may have slight variations to the zero (0) foot setback (if mixed-use) to enhance building entrances or streetscape elements; i.e. outdoor café seating, entrances. First story is distinct from upper stories, through change in building materials or textures or through sign bands, awnings, arcades, etc.
Building Materials	Brick and stone; other material for accent features only. Rear façade may have concrete masonry units with color treatment.
Color	Reflect the existing and desired context
Fenestration	Minimum of fifty percent (50%) of the first story (street-facing) façade is transparent (if mixed-use). Upper story windows: punched openings, reflective glass discouraged.
Modulation	No blank facades. Variation in treatments. Pedestrian scale. Modulation rhythm through setbacks, façade widths, heights, colors, materials, and architectural features
Height	This may vary between the east and west portions of the site. East: between two (2) and four (4) stories. West: between three (3) and four (4) stories.

**Mixed-Income Housing.** While market-rate housing is suitable for this development, higher points will be attainable for a project that incorporates affordable residential units.

**Commercial Use.** Preference for a mixed-use project is one that that incorporates a large commercial tenant, ideally grocery but would consider other users such as restaurant or retail.

**Parking.** The project must provide sufficient parking to comply with the relevant requirements of City Code 13-1700. Parking must be in the rear yard, underground, or parking structure. *\*New parking requirements will be considered by the Common Council within the timeline of this RFP.*

**Public Art.** One percent (1%) of the overall project budget shall be dedicated toward public art in the City. This may be through incorporating new art on the project site, funding art around the site or Downtown area, holding a percentage of funds for art maintenance, donation to the Green Bay Public Arts Commission, or a combination.

#### **4. Investment**

Provide an analysis of expected increase in tax base generated by this project. Discuss project costs, including acquisition cost. The value of the property is estimated to be \$736,100. Proposals should identify planned sources of financing for the project. Attach proof of funding sources; i.e. loan approvals, financial statements, letters of credit etc.

#### **5. Capacity and Experience**

Provide a timetable for construction, including start and completion dates, as well as a final goal for attaining occupancy of the property. Briefly discuss other projects (if any) that may limit the Developer's ability to complete this project in a timely manner.

Explain the Developer's qualifications and related experience in development. Provide résumés of project team members, any examples of previous projects that may relate to this type of development, and a list of contractors/ subcontractors to be used for this project.

### **B. Submittal Requirements**

Proposals must be received by the RDA by Friday, September 13, 2019, no later than 4:00 p.m. CDT. Submissions must include one (4) original copies, and one (1) electronic copy (CD, DVD, or flash drive).

Please send proposals to:

City of Green Bay  
Department of Community & Economic Development  
Attn: Ken Rovinski  
100 N Jefferson St, Room 608  
Green Bay, WI 54301

The staff recommendation along with developer interviews will be presented to the RDA Real Estate subcommittee on Tuesday, October 1, 2019. Final RDA approval will be made at the Tuesday, October 8, 2019 meeting. Both meetings will be held at 1:30 p.m. CDT in Room 604 of City Hall on their respective dates.

### **III. Selection Process and Criteria**

#### **A. Selection Criteria**

Proposals will be reviewed by an evaluation committee and scored against the stated criteria. The committee may review references. The RDA's intention is to procure the most functionally complete and suitable solution to meet our desires for the site. The total price for the proposed purchase of the site will be considered in the final analysis, but this will not be used as the primary consideration in the selection of the "best" solution. Ultimately, the RDA will award the project to the responsive and responsible developer whose overall proposal offers the best value for the City, as evaluated pursuant to the evaluation criteria as set forth herein. The RDA reserves the right to award in part or whole. Selection will be based on the following criteria. A Vendor's submission of a proposal constitutes their acceptance of the evaluation technique and their recognition and acceptance the evaluators will use their judgment in making a determination based on several criteria.

### **Selection Criteria (Continued)**

FACTOR
ALIGNMENT WITH STRATEGY
makes the City safer makes the City more productive makes the City more accessible makes the City more innovative
DESIGN AND USE
overall form and character density and intensity of structure quality of use types mix of use types integration of mixed-income residential integration of public art
INVESTMENT
scope of work estimated property value at completion estimated hard construction costs total cash offer for all parcels amount of requested public funding proposed sources of financing
CAPACITY AND EXPERIENCE
project team qualifications proposed time to complete proposed time to attain occupancy demonstrated success on similar projects

### **B. Questions and Comments**

All questions shall be submitted in written form to the contact information provided below by Friday, August 30, 2019. Answers will be provided, via the City website ([www.greenbaywi.gov](http://www.greenbaywi.gov)), as a part of addenda to the RFP as they become available. Multiple addenda may be released.

Mail to: City of Green Bay  
Department of Community & Economic Development  
Attn: Ken Rovinski  
100 N Jefferson St, Room 608  
Green Bay, WI 54301  
OR

Email to: [kennethro@greenbaywi.gov](mailto:kennethro@greenbaywi.gov)

### **C. Selection Process**

The developer selection process will involve the following primary steps:

1. *Proposal review*
2. *Staff Recommendation of selected developer*
3. *Developer interviews with RDA Real Estate subcommittee*
4. *Final RDA approval of selected developer*
5. *Finalize / execute Development Agreement*



**D. Timeline**

Final questions due: Friday, August 30, 2019  
Proposals due: Friday, September 13, 2019  
RDA subcommittee: Tuesday, October 1, 2019 at 1:30 p.m.  
RDA selection: Tuesday, October 8, 2019 at 1:30 p.m.

**E. Rules Governing Competitive Evaluation****1. Examination of Request for Proposals**

Applicants should carefully examine the entire RFP, any addenda, and all related materials and data referenced in the RFP. Applicants should become fully aware of the nature of the work and the conditions while performing the work.

**2. Contract Negotiations**

The highest-ranked Developer will enter into negotiations with the RDA. If an agreement cannot be met, the RDA will notify the Developer and stop negotiations. Then the second highest Developer will enter into negotiations. This process may continue until a successful negotiation(s) occurs. The RDA reserves the right to cease any negotiations with any Developer should it be in the RDA's best interest.

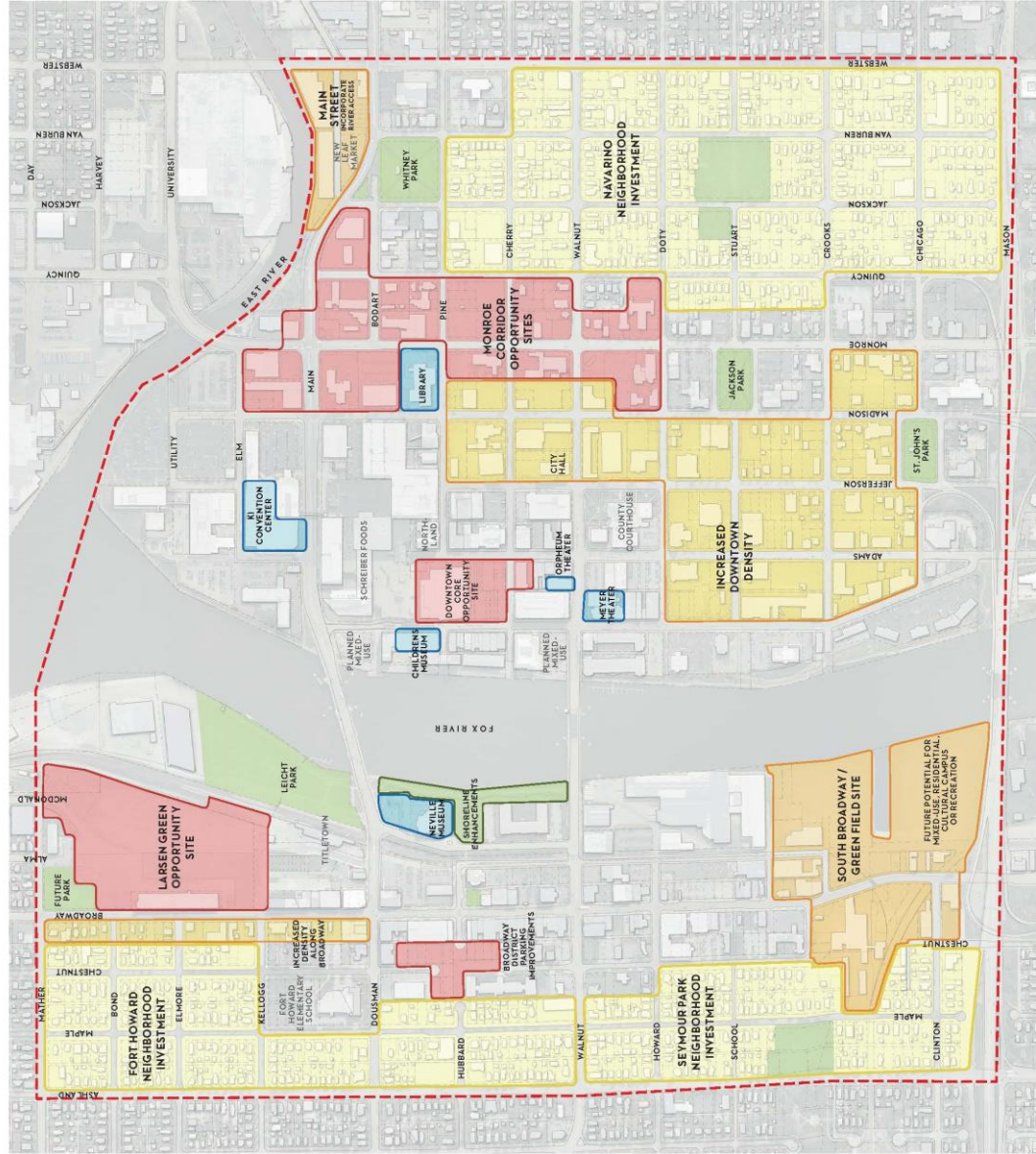
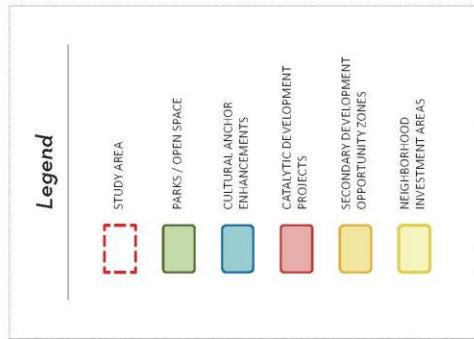
**3. Completeness, Addenda, Rejection, Cancellation, Preparation Cost**

This Request for Proposals (RFP) has been prepared by the RDA and does not purport to be all-inclusive or to contain all of the information a prospective purchaser or developer may desire. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFP.

The RDA reserves the right to revise any part of this RFP by issuing an addendum at any time prior to the submittal deadline. The RDA reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this announcement if any such action is determined to be in the RDA's or the City's best interest. All materials submitted in response to this RFP become the property of the RDA.

The RDA will not be responsible for costs associated with preparing proposals. By submitting a proposal, each Developer agrees to be bound in this respect and waives all claims regarding such costs and fees.

# IV. Appendix



Map 1: Land Use Framework



### Monroe Corridor

Monroe Avenue is an important corridor for Green Bay's downtown. As a transportation corridor, it acts as STH 57 and connects USH 172 to the south with STH 54 (Mason Street), STH 29 (Walnut Street) and USH 141 (Main Street). Monroe Avenue carries a significant amount of traffic, close to 10,000 cars a day, and is one of the primary thoroughfares within downtown. As an important corridor, Monroe Avenue has the potential to act as a seam that unites downtown with the Navarino neighborhood. In its current state, however, Monroe Avenue acts more as a barrier, creating an eastern border separating downtown from the Navarino neighborhood. This is mostly due to its physical form and its prioritization of moving vehicular traffic quickly through the area rather than providing destinations within it. Additionally, the large amount of surface parking that is present along the corridor gives the impression that the corridor functions as the edge of downtown, where people park their cars and walk into downtown, rather than being a part of downtown itself.

Investments are currently being made to upgrade Monroe Avenue and this provides the opportunity to redefine and rebrand the corridor. This project can also build on energy created by the new School for Academically Gifted Learners, a magnet school drawing people to the corridor. Through the public engagement process it was expressed that Monroe Avenue should be redeveloped with a mix of uses and well-designed density (see Figure 3: Monroe Corridor Development Concept). The concept for this corridor allows for a range of

uses, including retail, restaurant, office, mixed-use, and residential – all as standalone uses or in mixed-use developments. Community input expressed a desire for Monroe Avenue to look and feel more like downtown with taller buildings and activated first floors that create a pedestrian-friendly environment along the corridor, rather than looking like a suburban corridor comprised of single-story, single use buildings with large setbacks and surface parking lots (see Figures 4 and 5: Monroe Avenue Perspectives).



*Retail buildings should be constructed of high quality materials and reinforce a pedestrian-oriented environment.*



*Townhomes should be used to buffer and transition retail uses along Monroe Street to the single-family neighborhood.*

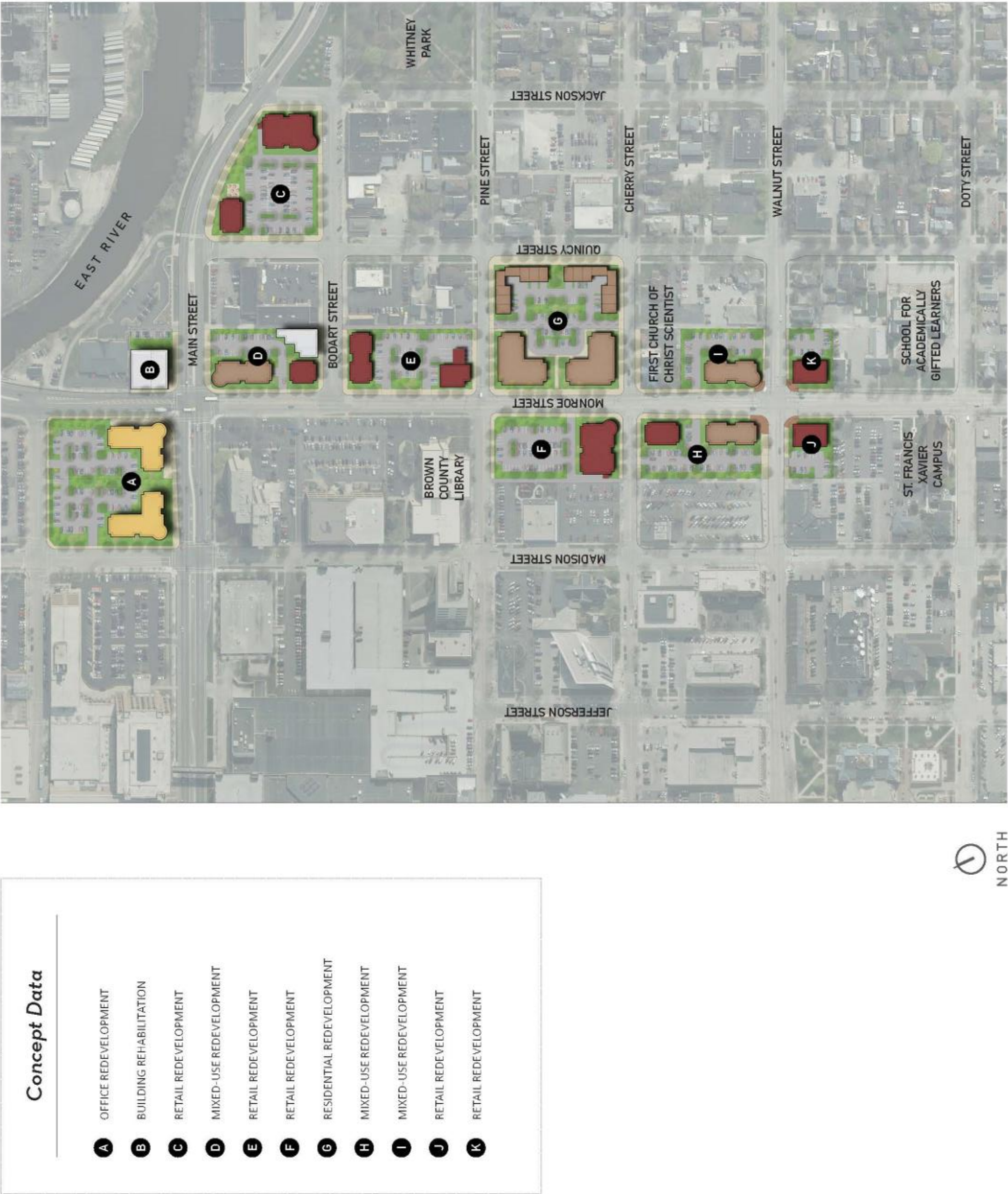


Figure 3: Monroe Corridor Development Concept